



# A Community Working Together to Reduce Underage Drinking

- **Merilee Fowler, Executive Director**  
MATFORCE
- **Detective James Tobin**  
Prescott Valley Police Department
- **Elizabeth Frost, M.Ed., Associate Dean of Students & Title IX Coordinator**  
Embry-Riddle Aeronautical University

*Members of the MATFORCE Underage Drinking Task Force*



- Yavapai County Substance Abuse Coalition
- Over 300 active members
- Address all substance abuse issues
- 501©3 with Board of Directors
- Structure consists of multiple committees/workgroups
- Conduct strategies in all seven categories for change: Provide Information – Change Policies
- 2013 Coalition of the Year for CADCA



# Addressing the Issue of Underage Drinking

“A Unique Challenge”

- The Why?
- The Who?
- The How?



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## Underage Drinking Task Force



# CADCA Seven Strategies for Community Change

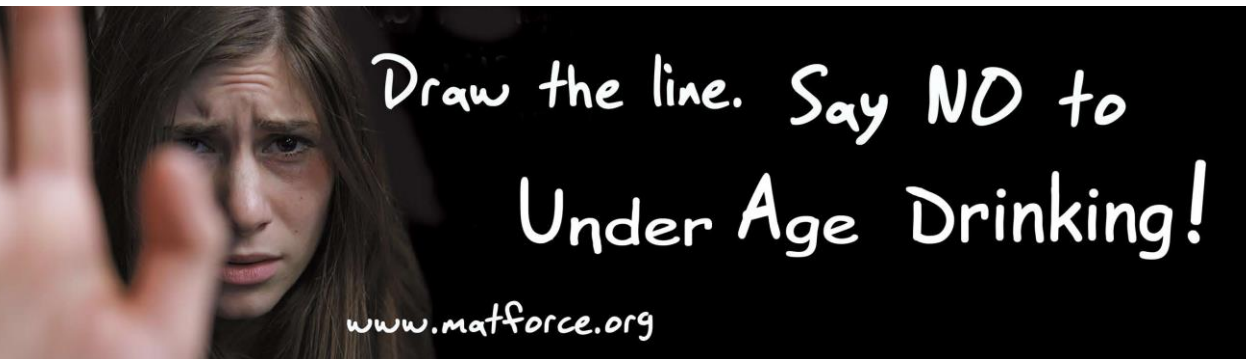
- Individual Strategies
  - Provide Information
  - Enhancing Skills
  - Providing Support
  - Enhancing Access/Reducing Barriers
- Environmental Strategies
  - Changing Consequences
  - Physical Design
  - Modifying/Changing Policies

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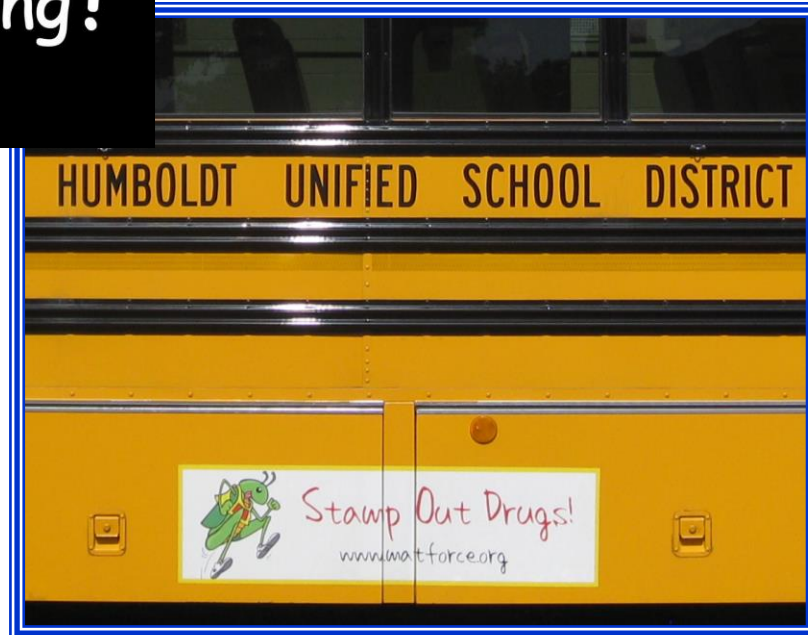
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# Projects of the Underage Drinking Task Force

## Providing Information



## Bus Decals



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# Underage Drinking Public Education Campaign

- Radio Commercials
- Electronic Billboard Messaging
- Brochures, Rack Card Displays
- Theatre Ads



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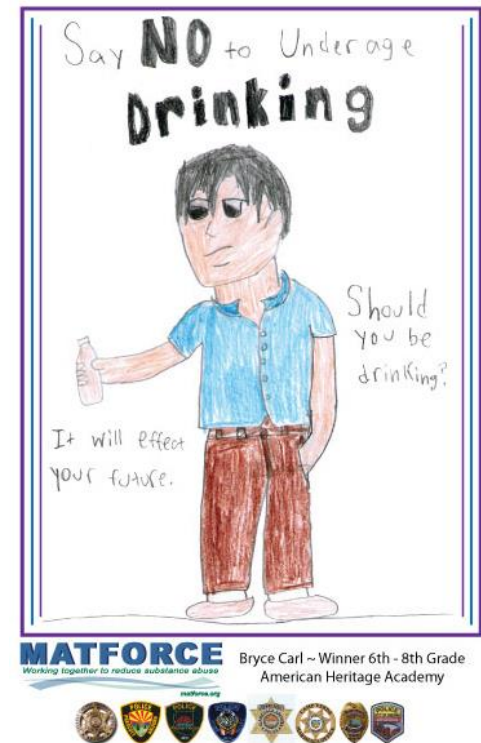
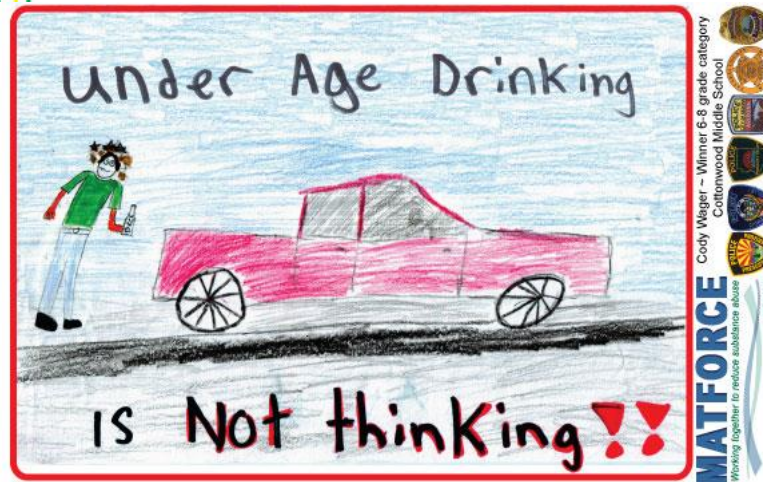
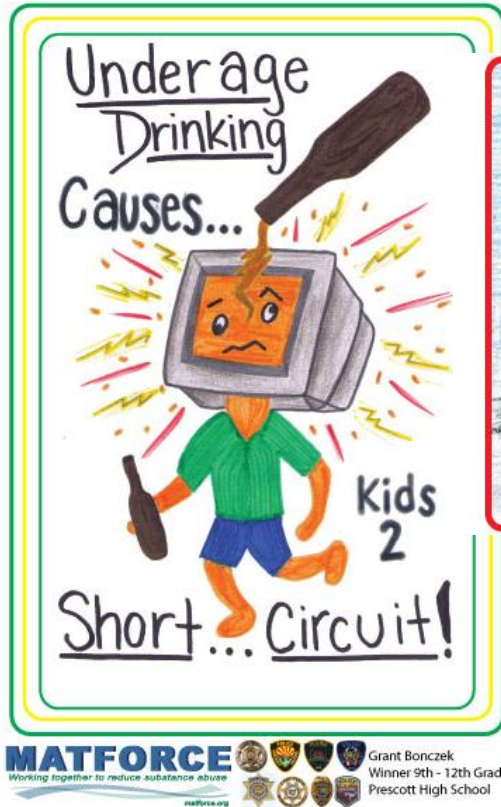
# Speakers and Education in Schools

- Don't Get Me Started®
- Alcohol EDU
- Parenting Education
- Town Halls





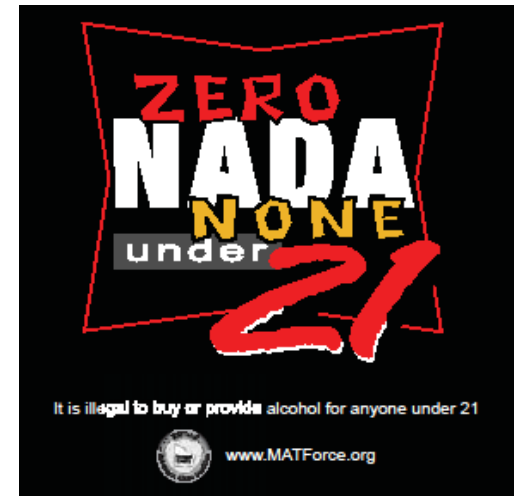
# Pizza Box Topper Contest



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# Implementing Environmental Strategies to Address Underage Drinking

- Covert Underage Drinking Buys
- Social Host/Unruly Gathering Ordinance
- Vendor Education Trainings
- Drug and Alcohol Impact Panels
- Entertainment District in Prescott Valley
- Alcohol Cooler Stickers



# See It, Stop It!



Drugs  
Alcohol  
Weapons  
Illegal gang activity

Remain Anonymous

**Reward yourself**

Cash rewards for tips leading to an arrest.

**Reward your school**

Keep your campus safe.

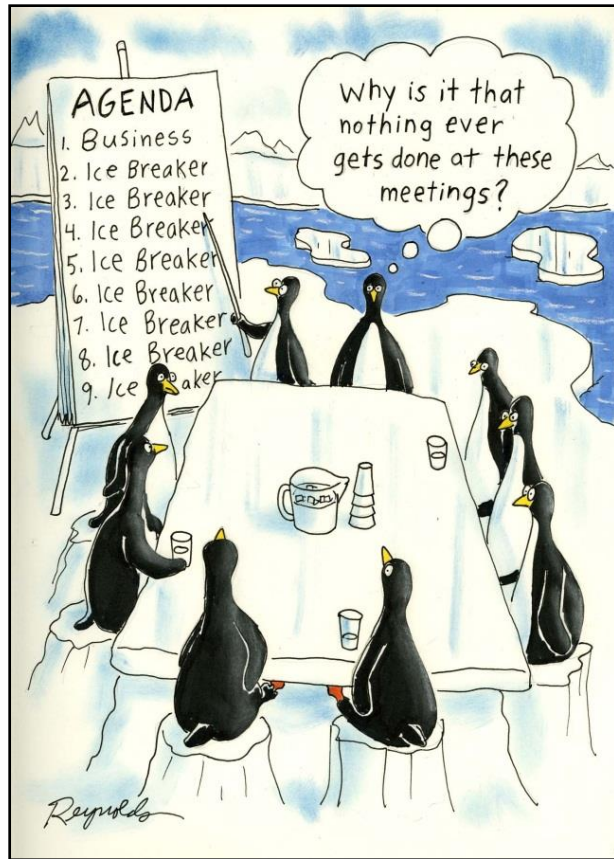
**Text the word Busted <space>  
then your tip to 411247**

Yavapai Silent Witness  
1-800-932-3232

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# Coalition Members are Busy People!



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# Foundation of success:

## People + Idea + Action = Success



CHANGE MANAGEMENT

The Right People + Ideas on ways to reduce  
substance abuse + Desire and ability to  
successfully implement the project =  
**Success of MATFORCE**  
and Underage Drinking Task Force

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**Words can only inspire action. Action is what changes lives!**

“Never confuse movement with action.”

-- Ernest Hemmingway



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**EMBRY-RIDDLE**  
Aeronautical University

PRESCOTT, ARIZONA

**DRUGS & UNDERAGE ALCOHOL  
CONSUMPTION**

LIZ FROST, M.ED.

ASSOCIATE DEAN OF STUDENTS & TITLE IX COORDINATOR






# WHO AM I?

- ❖ **Member of the Steering Committee of MATForce**
- ❖ **Associate Dean of Students at Embry-Riddle Aeronautical University**
  - ❖ **Oversee all student conduct**
  - ❖ **Title IX Coordinator**
  - ❖ **Chair to our Behavioral Intervention Team**
- ❖ **19 years in the field of Higher Education**
- ❖ **Master's thesis was on the effects of alcohol consumption by college students**
- ❖ **Currently working on my doctorate**

## SINCE EMBRY-RIDDLE JOINED FORCES WITH MATFORCE,

- Better informed about current trends & legislation
  - Student violations remain low (comparatively)
  - Adopted an Amnesty Policy
  - Updated policies on drugs & alcohol to reflect current trends
  - Increased educational opportunities for students & staff
- 

# HARD FACTS: ON CAMPUS



# EMBRY-RIDDLE'S STATS: ALCOHOL & DRUGS

## ✓ 2013 – 2014

- ❖ Underage Consumption/possession (21) (2 repeat offenders)
- ❖ Illegal Drugs & Other substances (3)

## ✓ 2012 – 2013

- ❖ Underage Consumption/possession (32)
- ❖ Illegal Drugs & Other substances (8) (1 repeat offender)

## ✓ 2011 – 2012

- ❖ Underage Consumption/possession (17) (1 repeat offender)
- ❖ Illegal Drugs & Other substances (3)

## ✓ 2010 – 2011

- ❖ Underage Consumption/possession (25) (2 repeat offenders)
- ❖ Illegal Drugs & Other substances (3)

\*Please note that our Student Conduct Process is educational in nature and not punitive.

# AMNESTY POLICY



# EMBRY-RIDDLE'S AMNESTY POLICY

The 'Amnesty Policy' was adopted by the University in an effort to encourage a student to seek medical assistance for another student without fear of student conduct action. Any student contacting Campus Safety, Housing and Residence Life, other departments on campus or emergency services for medical assistance out of concern for another student's safety resulting from alcohol consumption or drug use, will not be held judicially responsible for their impairment due to alcohol or drug. In addition, the student receiving emergency service for impairment due to alcohol or drug use will not be entered into the student conduct system due to their impairment. (Neither student will have the incident adjudicated through the student conduct system for his/her consumption/use or involvement.)

Students may be required to meet with the Associate Dean of Students or their designee to discuss the incident and follow-up education may be required.

Students may be held accountable for other violations of the Student Standards of Conduct that occurred (e.g. violence, property damage, possession of drugs) which will be addressed through the student conduct process.

\* Please note that students, who are obligated to report incidents to other departments such as ROTC, may still be required to do so.

# DRUG & ALCOHOL POLICY






# DRUG & ALCOHOL

A. Illegal drugs\* and other substances –manufacture, use, possession or sale of illegal drugs and substances, or unauthorized prescription drugs, synthetic/novelty powders and any substance designed to alter a person's state of mind (including but not limited to Spice, K-2, Salvia and Bath Salts), materials to create an illegal drug, drug paraphernalia or other paraphernalia used to facilitate illegal use of a legal substance, stimulants, hallucinogens, or other similar non-prescribed agents known to be harmful or habit forming drugs or chemicals (such as those used in huffing), and attempting to manufacture or sell counterfeit drugs may be found in violation of the ERAU Standards of Conduct. Having knowledge of the above or being present when a violation occurs may constitute equal responsibility and involvement in the incident.

\*Embry-Riddle does not permit the use or possession of medicinal marijuana or paraphernalia on campus

# DRUG & ALCOHOL

B. Alcohol –Illegal use (possession or consumption while under 21; powder/vapor alcohol)) or misuse of alcohol; possession of alcohol on University property (excluding exempted locations or preapproved events); being under the influence of alcohol may be viewed as use/misuse; having knowledge of, or being present when an alcohol violation occurs, may constitute equal responsibility and involvement in the incident. Please note that vaportini's (or similar devices) are prohibited on University owned or operated property.



# EDUCATIONAL OPPORTUNITIES



# EDUCATIONAL OPPORTUNITIES

## For Students:

- MATForce Brochures handed out to all residential students
- Birthday cards for those turning 21
- Mocktail Nights and similar events throughout the year esp. around spring break
- The University hosts events with alcohol

## For Staff:

- Trainings with Local Law Enforcement
  - Drug recognition & detection
- Training with licensed counselors

# FINAL THOUGHTS



# WE ALL PLAY A ROLE – WHAT’S NEXT?

## From the College perspective~

- Better education in k-12 on the effects of drug & alcohol use: emphasize the following:
  - Grades suffer
  - Impact on future employment
  - Safety concerns such as increased sexual assaults occur when using drugs and alcohol
- Parents & other adults need to stop condoning this behavior – *this is setting our youth up for failure when they leave high school and enter college*

## The bottom-line~

*We need to join forces as a community to better prepare and educate our youth on the dangers of drug & alcohol use*

*Education doesn't just end when a student graduates from high school, we just add other variables to the equation.*

**The culture on Embry-Riddle's campus could not happen without positive partnerships within the community and strong relationships with local law enforcement**

# **DETECTIVE JAMES TOBIN**

**Prescott Valley Police Department**

**MATFORCE Underage Drinking Task Force**  
**Chairman ( 2008 – 2014)**





# Beer Run Theft Reward Program

# REWARD

## Beer Run Suspects

### ☒ Check it out - PVAZ.net

View the pictures of "Beer Run" suspects on Prescott Valley Police Department's website.

### ☒ Report it

Report any information you might have about a "Beer Run" suspect by clicking on a picture or call (928) 772-5140. You can remain anonymous.

### ☒ Get CASH

Get a CASH reward from MATFORCE for information leading to the viable arrest of a "Beer Run" suspect.

The theft of alcohol is against the law in the State of Arizona. Possession of alcohol under the age of 21 is also a crime. These thefts lead to underage consumption of alcohol at parties and other gatherings. Greater crimes can result from this to include violent crime, impaired driving, poor decision making leading to personal injury and increased risk taking.

Do the right thing and help the Prescott Valley Police Department and MATFORCE protect our children. Help us to reduce and ultimately eliminate these thefts and underage drinking in our community.

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# White Cross Tour Video Project



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